

## DIGITAL MANAGER RECRUITMENT PACK

<b>Location:</b>	London/Remote working. For staff based in London, there are 2 core office days at our London office. For staff outside of London, there is more flexibility (with all staff expected to travel to the office at least once per month).
<b>Hours:</b>	Full-time (37.5 hours per week – Monday to Friday). We can discuss flexible working patterns, e.g., school hours, as needed.
<b>Duration:</b>	9 months fixed term, with the potential to extend.
<b>Salary:</b>	Salary £40,000 - £45,000 per annum, depending on experience (includes £2k London weighting)
<b>Start date:</b>	ASAP
<b>To Apply:</b>	CV & Supporting Statement (See 'How to Apply' at the bottom of this document). Applications without a cover letter will not be considered.

### HELPING STUDENTS GET FURTHER

One in three students leave school each year without a pass in GCSE English and maths - **this rises to over one in two for young people from disadvantaged backgrounds**. Without GCSEs in English and maths, these young people are significantly more likely to drop out of education and are locked out of key professions, apprenticeships, and university courses.

**Get Further exists to change this.** Our charity has an award-winning tuition programme that helps students from disadvantaged backgrounds in further education to pass GCSEs in English or maths. We place highly qualified, specialist English and maths tutors in further education, who deliver a bespoke curriculum that builds confidence and skills in these core subjects.

Small group tuition is proven to be the most effective intervention for improving outcomes, fast. Students on our programme are more likely to move up at least 1 grade between the start and end of the course – **with results twice the national average**.

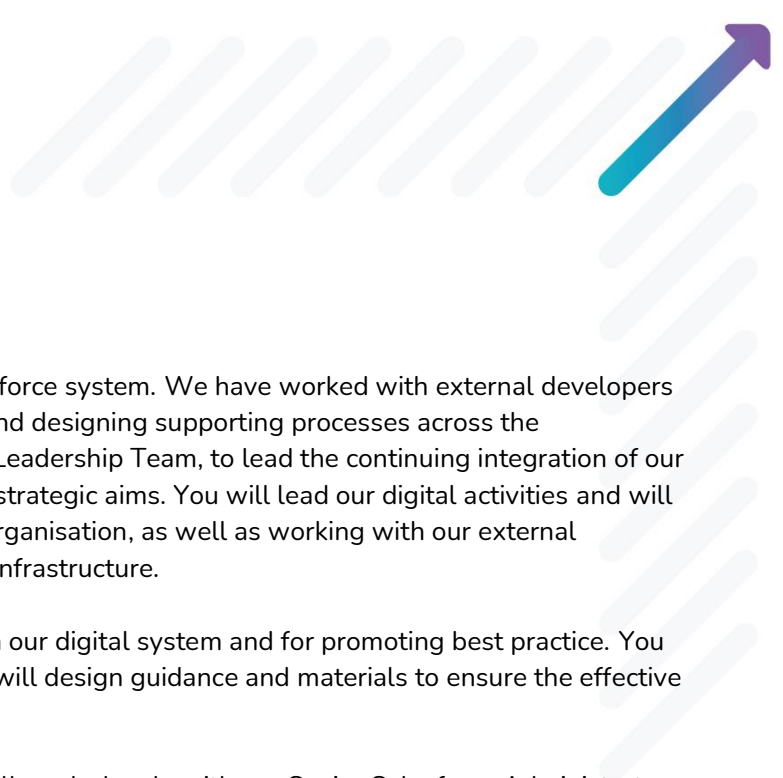
To help more students get further, we are seeking a driven and passionate **Digital Manager** to play a key role in measuring and articulating the impact of our work, both internally and externally.

### OUR TEAM, CULTURE AND BENEFITS

Our central team comprises some 30 members, all motivated to reduce educational disadvantage and ensure young people get the gateway qualifications they need to succeed. Our main office is in London, although we also have team members based across the country. We promote a supportive, collaborative, and positive working environment.

Benefits include:

- 36 days of holidays per year (including bank holidays)
- Ongoing learning and development opportunities
- Flexible hybrid and remote working
- Quarterly 'in-person' team development days at our offices in London
- The opportunity to work in a progressive and socially conscious, growing organisation where we can have an outsized impact on its success and development.



## ROLE DESCRIPTION

We have, over the last year, enhanced our digital Salesforce system. We have worked with external developers and are in the process of embedding our new system and designing supporting processes across the organisation. The **Digital Manager** will join our Senior Leadership Team, to lead the continuing integration of our new system, to ensure we deliver our data and impact strategic aims. You will lead our digital activities and will drive digital improvements and innovation across the organisation, as well as working with our external consultants to further develop and improve our digital infrastructure.

You will be responsible providing strategic guidance on our digital system and for promoting best practice. You will have a key role in upskilling and training staff and will design guidance and materials to ensure the effective use of Salesforce.

You will be joining the Quality and Impact Team and will work closely with our Senior Salesforce Administrator to support staff in using Salesforce (technical support and training), but also to design and deliver enhancements to the digital system. In addition, you will oversee our approaches to data collection and will work closely with college partners and other stakeholders to obtain the data needed for our impact analysis. You will also support our GDPR compliance, ensuring that our data collection, storage and deletion processes are robust.

The ideal candidate will be an experienced digital manager, skilled in working across teams and stakeholder management to deliver digital priorities and strategic aims. You will have strong technical expertise, excellent knowledge of Salesforce, and be able to project manage digital transformation programmes. You will have a passion for data-driven decision-making, and experience in training teams to maximise digital tools' effectiveness.

## MAIN DUTIES AND RESPONSIBILITIES

As the Digital Manager, you will report to the Director of Impact within our Quality and Impact Team and will:

### Salesforce Integration

- Lead the embedding of the newly upgraded Salesforce system by designing, developing and embedding departmental processes which underpin Salesforce usage.
- Lead on the training and upskilling of staff, to confidently and independently use Salesforce (e.g. identify training needs, design a programme of training and deliver it to staff across the organisation).
- Work with the external developers to implement remaining solutions, updates and revisions to the system.
- Work closely with the Director of Impact to design key metrics against which we can measure the usage and effectiveness of the digital system.

### Salesforce Enhancement

- Lead the design and delivery of the next phases of the digital upgrade, to enhance the current system to ensure the digital infrastructure is fully upgraded, and fit for purpose, by August 2025.
- Project manage the remaining upgrades to the digital system by scoping users' needs and requirements, design the phases, manage the budget and milestones.
- Ensure the digital system, and our associated processes, are compliant with GDPR across the organisation (specifically data collection, storage and retention requirements).
- Lead the relationship and management of the external consultants, to deliver the project work successfully on time and within budget.



- Lead on further designing and embedding internal processes and ways of working, which support the next phases of the digital project.

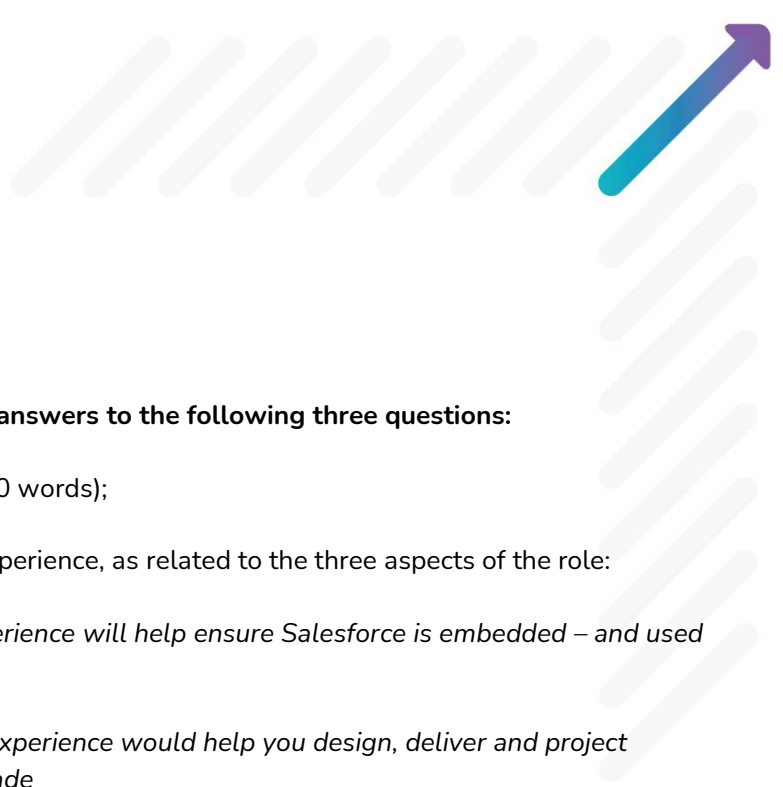
### Data Collection and Management

- Oversee the collection of data, at the end of the academic year, from our college partners (e.g. exam results, attendance data on students). You will lead the design and implementation of the best process, and tools, for collecting high volumes of data.
- Ensure that our Salesforce system is designed to optimise the collection and storage of data, and has mechanisms built in to ensure timely deletion of data, as required by GDPR compliance.
- Support our Senior Salesforce Administrator to create reports and dashboards for use across the organisation.
- Lead improvements to our database management system to ensure reporting systems and processes are clear and effective for different stakeholders e.g. college partners, funders, the Board, Senior Leadership Team and other internal colleagues.

### PERSON SPECIFICATION

We have set out the skills and experiences most important for this role below, and how they will be assessed via the application (A), interview (I) and a written activity (T).

ESSENTIAL	A	I	T
• Commitment to Get Further’s mission and values, including passionate about tackling educational inequality.	A	I	
• Excellent technical knowledge of Salesforce, able to train/upskill staff on Salesforce.	A	I	
• IT skills e.g. MS Office (Word and Excel).			T
• Project management experience: excellent at planning, prioritising and managing projects, tracking key deliverables, overseeing budgets and financial controls.	A	I	
• Problem-solver: enjoys troubleshooting and demonstrates a ‘solution-oriented’ approach.		I	
• Excellent communication skills (including written and verbal skill) and can convey complex, technical language to non-technical audiences.	A	I	T
• Excellent interpersonal skills: is proactive, enthusiastic, resilient and supportive team member.		I	
• Skilled in working across teams, in gathering staff support for new processes/ways of working.		I	
• Organised, excellent time management and can work well independently.		I	
• Committed to safeguarding the young people we work with via compliance with safeguarding frameworks and keeping confidential / sensitive information secure.		I	
<b>DESIRABLE</b>			
<ul style="list-style-type: none"> <li>• Experience of leading digital transformation programmes.</li> <li>• Knowledge of GDPR requirements, policies, processes and organisational compliance.</li> <li>• Previous experience within a charity.</li> </ul>	A and I (for you to highlight, as relevant)		



## HOW TO APPLY

Your application must include:

- A CV of no more than 2 sides of A4; and
- A supporting statement which includes your answers to the following three questions:

1. Why do you want to work for Get Further? (250 words);
2. Please demonstrate your relevant skills and experience, as related to the three aspects of the role:
  - (i) *Salesforce integration – how your skills/experience will help ensure Salesforce is embedded – and used – across the organisation.*
  - (ii) *Salesforce enhancement – how your skills/experience would help you design, deliver and project manage the next phase of the Salesforce upgrade*
  - (iii) *Data collection and management – how you would draw on your skills/experience to design and implement an efficient and effective data collection process for college data.*  
(750 words)
3. If your application is successful, what two aspects of the role would be the biggest challenge for you, and how would you resolve these challenges? (250 words)

Please send your application to [applications@getfurther.org.uk](mailto:applications@getfurther.org.uk) with the subject 'Digital Manager' by **10pm on 12th January 2025**. Incomplete applications will not be processed. First round online interviews will be held during 27<sup>th</sup>/ 28<sup>th</sup> January, followed by a second in-person interview 6th/7th February 2025.

*This is a UK-based post and **applicants must be living in and have the right to work the UK**; if applicable please detail your visa status in your covering email. Get Further is an equal opportunities employer and will not discriminate against any candidate on the basis of any characteristic protected by the Equality Act 2010. Please let us know if you require any reasonable adjustments to be made throughout the recruitment process.*